KING-TV
333 Dexter Avenue N
Seattle, WA 98109

Shorr Johnson Magnus
1831 Chestnut Street
Philadelphia, PA 19103-3713

Contract # 861829

Schedule Dates	10/16/12-10/22/12
Advertiser	Jay Inslee for Governor (39459)
Agency	Shorr Johnson Magnus (8543)
Product	Political - State Governor (1177)
Brand	JAY INSLEE FOR GOV (173558)
Salesperson	Clark, Dave (3097)
Sales Office	TeleRep - Washington D.C.
Buyer Name	COOPER,TERRI
Phone/Fax	(206) 533-0575 /
CPE	N/A
Account Types	National/Political Candidate - Agency
Billing Type	Standard
Comments	JAY INSLEE FOR GOV ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Date Entered	10/15/12
Last Modified	10/15/12
Entered By	Haley Kushman
CO-OP	No
Headline #	06374881
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$17,287.50
Net Total	$97,962.50
Sales Tax	

Seattle/Tacoma (KING) (KING)

By Broadcast Month	Spots	Rate
Oct. 2012	107	$115,250.00
Grand Total:	107	$115,250.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	4:57A- News @ 5am M-F			1	1	1	1			4	$325.00	$1,300.00	Seattle/Tacoma (KING) (KING)	1X PER DAY 5A NEWS	10/15/12
2.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	4:57A- News @ 5am M-F		1							1	$325.00	$325.00	Seattle/Tacoma (KING) (KING)	1X PER DAY 5A NEWS	10/15/12
3.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	5:57A- News @ 6am M-F			2	2	2	2			8	$1,300.00	$10,400.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 6A NEWS	10/15/12
4.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	5:57A- News @ 6am M-F		2							2	$1,300.00	$2,600.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 6A NEWS	10/15/12
5.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	7A- 8A (PT)			1	1	1	1			4	$1,400.00	$5,600.00	Seattle/Tacoma (KING) (KING)	1X PER DAY TODAY 7-8A	10/15/12
6.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	7A- 8A (PT)		1							1	$1,400.00	$1,400.00	Seattle/Tacoma (KING) (KING)	1X PER DAY TODAY 7-8A	10/15/12
7.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	8A- 9A (PT)			1	1	1	1			4	$1,300.00	$5,200.00	Seattle/Tacoma (KING) (KING)	1X PER DAY TODAY 8-9A	10/15/12
8.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	8A- 9A (PT)		1							1	$1,300.00	$1,300.00	Seattle/Tacoma (KING) (KING)	1X PER DAY TODAY 8-9A	10/15/12
9.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	9A- Today Show			2	2	2	2			8	$500.00	$4,000.00	Seattle/Tacoma (KING) (KING)	2X PER DAY TODAY 9-10A	10/15/12
10.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	9A- Today Show		2							2	$500.00	$1,000.00	Seattle/Tacoma (KING) (KING)	2X PER DAY TODAY 2	10/15/12
11.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	2:58P- Ellen			1	1	1	1			4	$600.00	$2,400.00	Seattle/Tacoma (KING) (KING)	1X PER DAY ELLEN	10/15/12
12.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	2:58P- Ellen		1							1	$600.00	$600.00	Seattle/Tacoma (KING) (KING)	1X PER DAY ELLEN	10/15/12
13.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	11:59A- News @ 12pm			1	1	1	1			4	$650.00	$2,600.00	Seattle/Tacoma (KING) (KING)	1X PER DAY 12P NEWS	10/15/12
14.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	11:59A- News @ 12pm		1							1	$650.00	$650.00	Seattle/Tacoma (KING) (KING)	1X PER DAY 12P NEWS	10/15/12

CONFIRMATION CONTRACT

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B/E Bookend P/B Piggy Back

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15.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	10A- Today Show			1	1	1	1			4	$500.00	$2,000.00	Seattle/Tacoma (KING) (KING)	TODAY 3	10/15/12
16.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	10A- Today Show		1							1	$500.00	$500.00	Seattle/Tacoma (KING) (KING)	1X PER DAY TODAY 3	10/15/12
17.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	3:58P- Katie			1	1	1	1			4	$675.00	$2,700.00	Seattle/Tacoma (KING) (KING)	KATIE	10/15/12
18.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	3:58P- Katie		1							1	$675.00	$675.00	Seattle/Tacoma (KING) (KING)	1X PER DAY KATIE	10/15/12
19.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	5:30P- 6P (PT)			1	1	1	1			4	$1,200.00	$4,800.00	Seattle/Tacoma (KING) (KING)	1X PER DAY 530-6P NEWS	10/15/12
20.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	5:30P- 6P (PT)		1							1	$1,200.00	$1,200.00	Seattle/Tacoma (KING) (KING)	1X PER DAY 530-6P NEWS	10/15/12
21.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	5P- 5:30P (PT)			1	1	1	1			4	$1,100.00	$4,400.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS	10/15/12
22.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	5P- 5:30P (PT)		1							1	$1,100.00	$1,100.00	Seattle/Tacoma (KING) (KING)	1X PER DAY 5-530P NEWS	10/15/12
23.0	Normal Line / SPOT	10/20/12-10/20/12	3	:30	6:30P- 7P (PT)							1		1	$600.00	$600.00	Seattle/Tacoma (KING) (KING)	1X PER DAY 630P NEWS	10/15/12
24.0	Normal Line / SPOT	10/20/12-10/20/12	3	:30	5:30P- 6P (PT)							1		1	$1,000.00	$1,000.00	Seattle/Tacoma (KING) (KING)	1X PER DAY 530-6P NEWS	10/15/12
25.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	6:30P- 7P (PT)			1	1	1	1			4	$2,000.00	$8,000.00	Seattle/Tacoma (KING) (KING)	1X PER DAY 630P NEWS	10/15/12
26.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	6:30P- 7P (PT)		1							1	$2,000.00	$2,000.00	Seattle/Tacoma (KING) (KING)	1X PER DAY 630P NEWS	10/15/12
27.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	7P- 7:30P (PT)			1	1	1	1			3	$1,200.00	$3,600.00	Seattle/Tacoma (KING) (KING)	1X PER DAY EVENING MAG	10/15/12

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27.0.1	Preempt	10/16/12															Seattle/Tacoma (KING) (KING)	S/I-Program Change/Exception -	
28.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	7P- 7:30P (PT)		1							1	$1,200.00	$1,200.00	Seattle/Tacoma (KING) (KING)	1X PER DAY EVENING MAG	10/15/12
29.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	7:30P- 8P (PT)			1	1	1	1			3	$1,100.00	$3,300.00	Seattle/Tacoma (KING) (KING)	INSIDE ED	10/15/12
29.0.1	Preempt	10/16/12															Seattle/Tacoma (KING) (KING)	S/I-Program Change/Exception -	
30.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	7:30P- 8P (PT)		1							1	$1,100.00	$1,100.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	10/15/12
31.0	Normal Line / SPOT	10/17/12-10/17/12	3	:30	9P- Law and Order SVU				1					1	$2,800.00	$2,800.00	Seattle/Tacoma (KING) (KING)	1X PER DAY L&O	10/15/12
32.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	10P- 11P (PT)		1							1	$5,000.00	$5,000.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	10/15/12
33.0	Normal Line / SPOT	10/16/12-10/16/12	3	:30	7:59P- Washington State Gubernatorial Debate			1						1	$5,000.00	$5,000.00	Seattle/Tacoma (KING) (KING)	1X PER DAY DEBATE	10/15/12
34.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	12:30A- 1:30A (PT)			1	1	1	1			4	$500.00	$2,000.00	Seattle/Tacoma (KING) (KING)	1X PER DAY FALLON	10/15/12
35.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	12:30A- 1:30A (PT)		1							1	$500.00	$500.00	Seattle/Tacoma (KING) (KING)	1X PER DAY FALLON	10/15/12
36.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	11:35P- 12:35A (PT)			1	1	1	1			4	$950.00	$3,800.00	Seattle/Tacoma (KING) (KING)	1X PER DAY LENO	10/15/12
37.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	11:35P- 12:35A (PT)		1							1	$950.00	$950.00	Seattle/Tacoma (KING) (KING)	1X PER DAY LENO	10/15/12
38.0	Normal Line / SPOT	10/16/12-10/21/12	3	:30	11P- 11:35P (PT)			1	1	1	1	1	1	6	$1,600.00	$9,600.00	Seattle/Tacoma (KING) (KING)	1X PER DAY 11P NEWS	10/15/12

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39.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	11P- 11:35P (PT)		1							1	$1,600.00	$1,600.00	Seattle/Tacoma (KING) (KING)	1X PER DAY 11P NEWS	10/15/12
40.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	8A- 9A (PT)								1	1	$700.00	$700.00	Seattle/Tacoma (KING) (KING)	1X PER DAY SU 8-9A NEWS	10/15/12
41.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	7A- 8A (PT)								1	1	$650.00	$650.00	Seattle/Tacoma (KING) (KING)	1X PER DAY SU 7-8A NEWS	10/15/12
42.0	Normal Line / SPOT	10/20/12-10/20/12	3	:30	9A- 10A (PT)							1		1	$900.00	$900.00	Seattle/Tacoma (KING) (KING)	1X PER DAY SA 9-10A NEWS	10/15/12
43.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	9A- 10A (PT)								1	1	$750.00	$750.00	Seattle/Tacoma (KING) (KING)	1X PER DAY SU 9-10A NEWS	10/15/12
44.0	Normal Line / SPOT	10/20/12-10/20/12	3	:30	7A- 8A (PT)							1		1	$800.00	$800.00	Seattle/Tacoma (KING) (KING)	1X PER DAY SA 7-8A NEWS	10/15/12
45.0	Normal Line / SPOT	10/20/12-10/20/12	3	:30	8A- 9A (PT)							1		1	$850.00	$850.00	Seattle/Tacoma (KING) (KING)	1X PER DAY SA 8-9A NEWS	10/15/12
46.0	Normal Line / SPOT	10/20/12-10/20/12	3	:30	11:34P- Saturday Night Live							1		1	$1,800.00	$1,800.00	Seattle/Tacoma (KING) (KING)	1X PER DAY SNL	10/15/12

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